

---HOW TO--- PICK MEN

Now! One of America's leading management consultants shows you how to judge a man's inner character and personality — simply by talking to him.

Gain startling insight into his hidden drives and needs in as little as a single hour.

Understand the men you must work with far better than you understood them before. Choose men who can really work with you—really produce for you—as simply and logically as this:

By Ed Mitchel, Staff Writer
Executive Research Institute, Inc.

Mr. Executive —

Are you in a position of responsibility where you have to hire and fire men? Where part of your work has to be done by other men? Where your record—your accomplishments—your advancement, depends on the type of men you pick, and the amount of work you can coax out of them?

Are you part of a business team—where you have to work hand in glove with other men—persuade other men—convince other men to carry out your ideas? Could you use a simple technique that could actually help you to understand many of those other men's hidden drives, so you'd know what buttons inside them to push, to really get them to roll up their sleeves and pitch in beside you.

Or do you have to meet the public? Deal profitably with outsiders? Actually win their friendship, trust and confidence? *Would you like a method of knowing where a surprising number of their deepest interests and emotions lie*, so you know how to really reach out and touch them, tie their interests in with your own, win them over to your side.

If the answer to any one of these questions is Yes, then you now have the opportunity to spend one of the most revealing and profitable evenings of your life. An evening that costs you nothing. An evening in which one of America's foremost consultants—who has lectured before executives from almost every blue-chip corporation in this country, to audiences numbering up to 1,600 men—teaches you how you can measure the hidden strengths and weaknesses of men — IN SOME CASES RIGHT UP TO THE POINT WHERE YOU CAN ALMOST PREDICT THEIR FUTURE BEHAVIOR!

Techniques That Can Make the Inner Man Reveal Himself.

Let us make this perfectly clear. What is going to be placed in your hands in this evening is an organized system of *In-Depth Interviewing*—that is as highly effective in the formal meeting with an applicant for a job, as it is in the continuous appraisal of all the personnel working with you—giving you valuable information that will assist you in understanding them, developing their hidden strengths and capabilities, and motivating them to their highest peak of performance.

In the interviewing situation, alone, what this system is designed to give you, in as little as one short hour, is concrete, detailed knowledge of that individual. Specifically, it is designed to give you knowledge of his background, his education, his early family life, his present family situation, his hobbies, his outside interests, his social life, even many of his hidden drives and attitudes—the compelling influences and motivations that shape his life, that cause him to act in one way and not another.

During this interview, this system gives you the techniques that can cut through the superficial masks and poses he may use to conceal himself from the outside world, that can enable you to understand him, appraise him and work with him on the basis of character traits that most people never even see.

For example, here are techniques that can help you detect whether this man is a self-starter, giver-upper, an obstacle-builder or a trouble maker. That help you recognize hidden drive, stability, maturity, selfishness, quarrelsomeness, leadership qualities that make the difference between success or failure on the jobs you assign him to.

Secrets of Professional Interviewing That Will Help You Understand Men, Help Them, Guide Them and Lead Them.

Here are two simple techniques that

help you gain the other man's confidence—put him at ease—make him feel important—avoid embarrassing questions or incidents during the entire conversation—keep his goodwill while you are appraising him.

Here are three invaluable signposts that help you tell when the other person is trying to lie to you, omit certain facts, exaggerate his own importance. Counter-questions that dig under superficial explanations—check evasions—detect half valid conclusions—draw out information that the other man is trying to hide.



JACK H. McQUAIG

Management Consultant, president of The McQuaig Institute of Executive Trainings in New York City, Jack McQuaig is a nationally-known lecturer whose conferences on self-improvement have been attended by as many as 1,600 executives at one sitting.

These seminars on *How to Pick Men, How To Supervise and How To Manage* have been attended by managers from over one hundred of the country's leading blue-chip corporations, including American Telephone & Telegraph, Union Carbide, Dow Corning, Continental Can, Westinghouse Broadcasting, Piper Aircraft, Dictaphone, E. I. du Pont de Nemours, Bell Aerosystems, Curtiss Wright, International Mineral & Chemical, Brunswick, Royal McBee and dozens more.

And now Jack McQuaig gives you exactly the same career-building information that some of these men paid up to \$50. dollars to obtain in his *How to Pick Men Seminars*—yours without risking a penny! Read the thrilling details on those pages!

Here are the three "common-sense" mistakes that cause most executives to choose the wrong men, and how they can be avoided. *Conversation-straighteners* that prevent you from being distracted, led astray, being sold on surface qualities alone. The five *Techniques of Tactful Closing*, that avoid wasting time, actually end the interview without arousing resentment.

Yes, here is a book filled with the facts you need to really understand what goes on inside people—to pick winners, to line up your future with men who can grow. Right down to a complete chapter on psychological tests, with a professional appraisal of their true strengths and weaknesses. Application blanks, and how they alone can save you valuable time in screening. The professional way to check references, both in person and on the phone, so you get the real truth and not just polite lies. How to professionally evaluate men, so you can make your decisions in handling them—not on the basis of trial and error or guesswork—but on the invaluable knowledge of the inner forces that compel them to act as they do.

**Read It From Cover To Cover
Without Risking a Penny.**

Who needs this unique book? Supervisors—executives whose job it is to manage people — independent businessmen — salesmen who really want to know their customers—almost every man and woman in business who will ever have to hire or promote or judge the personality and character of another man.

HOW TO PICK MEN, by Jack H. McQuaig, sells for only \$5.98. It is yours to examine for ten full days, entirely at our risk. If you are not delighted with every word at the end of that time, simply return it for every cent of your money back.

You have nothing to lose. Act today!

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